

Abstract

Title: Marketing research of the Nike brand value among the top and professional athletes

Goals: The main goal of the bachelor thesis is to find out more about the top and professional athletes awareness of the Nike brand in the Czech Republic. The Marketing research was performed through a questionnaire. An integral part of the thesis is to reveal athlete's relationship to the brand, their related associations, to evaluate Nike products as well as the Nike position towards the other competitive brands on the sports market.

Methods: The practical part of this thesis, i.e. the marketing research, was conducted via written questionnaire, results of which were supplemented with information coming from the personal interviews. Such a combination of two methods was selected in order to provide an additional and more accurate information. The personal interviews allowed to answer not only questions like „what“, but especially „why“.

Results: Results of the research will be used to evaluate as well as to formulate recommendations for the Nike brand. The practical part contains results descriptions and graphical presentations. The outcome the study might partially help and contribute to the eventual scientific publications. It also shows a potential to use Czech athletes in the public relations and marketing activities. Nike products were overall evaluated as precisely designed, original, however a bit expensive. The choice of available products were considered rather limited.

Keywords: brands, sports product, image, value, marketing research